

FIG. 3 **COMPILE CANDIDATE** 46-LPF LIST **QUERY FIRST** 48 LPF CANDIDATE 58 50 52 **DROP LPF QUERY NEXT** NO **RESPONSE?** FROM CANDIDATE LPF CANDIDATE LIST YES **QUERY FIRST** LPF CANDIDATE 54 YES **NEXT** LPF? 56 NO **CALCULATE GOODNESS** FACTOR FOR EACH LPF -60 ON LIST **SORT BY GOODNESS** - 62 **FACTOR** SEND PRINT ORDER 64 TO TOP RANKED LPF

MAIL OBJECT BUILDER PRINT ORDER TO LPF VALUE-ADDED CONTENT SELECTED ADVERTISING DESTINATION ADDRESS MESSAGE 99 **FIG. 4** AD SELECTOR AD COMPILER AD ORDER PROCESSOR AD COUNTER AD IMAGE DATABASE AD ID DATABASE 72 20 68 **ADVERTISER** 8,

FIG. 5

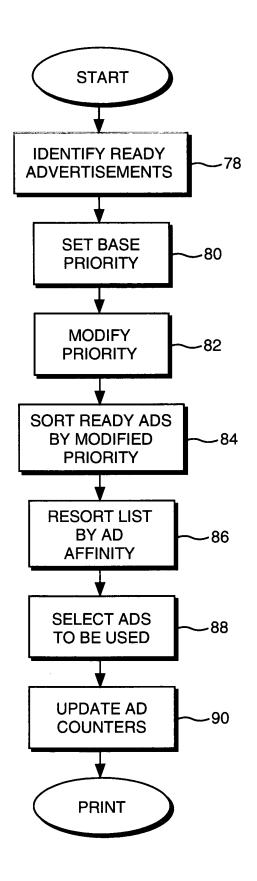


FIG. 6B

FIG. 6C

16 YEAR OLD MALE

AD LIST (SORTED)

- 1. VIDEOGAMES AD
- 2. SOFTDRINK AD
- 3. CLOTHES STORE #2 AD
- 4. CLOTHES STORE #1 AD
- 5. VIDEOGAMES #2 AD
- 6. RESTAURANT AD
- 7. CAR AD
- 8. COMPUTER AD

AD LIST (REORDERED)

- 1. VIDEOGAMES AD
- 2. SOFTDRINK AD
- 3. CLOTHES STORE #2 AD
- 4. VIDEOGAMES #2 AD
- 5. RESTAURANT AD
- 6. CAR AD
- 7. COMPUTER AD
- 8. CAR #2 AD

FIG. 6A

AD LIST (BASE PRIORITY)

- 1. CREDIT CARD AD
- 2. RENTAL CARD AD
- 3. AIRLINE TRAVEL AD
- 4. SOFTDRINK AD
- 5. CIGARETTES AD
- 6. VIDEOGAME AD
- 7. CLOTHES STORE #1 AD
- 8. COTHES STORE #2 AD

FIG. 6D

FIG. 6E

35 YEAR OLD FEMALE

AD LIST (SORTED #2)

- 1. CLOTHES STORE #1 AD
- 2. CLOTHES STORE #2 AD
- 3. CREDIT CARD AD
- 4. MAKEUP AD
- 5. JEWELRY AD
- 6. LONG DISTANCE PHONE SVC. AD
- 7. CIGARETTES AD
- 8. AIRLINE TRAVEL AD

AD LIST (REORDERED #2)

- 1. CLOTHES STORE #1 AD
- 2. CREDIT CARD AD
- 3. MAKEUP AD
- 4. JEWELRY AD
- 5. LONG DISTANCE PHONE AD
- 6. CIGARETTES AD
- 7. AIRLINE TRAVEL AD
- 8. SHOES AD

FIG. 7A

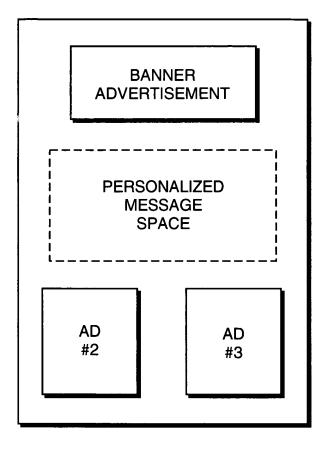
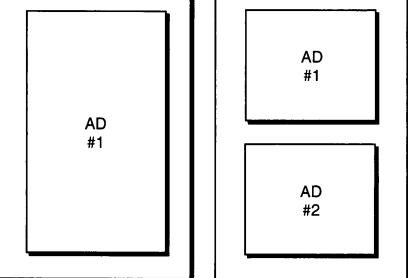


FIG. 7B FIG. 7C



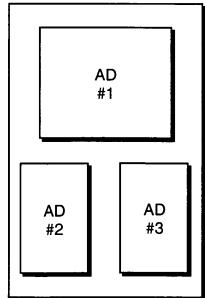


FIG. 7D

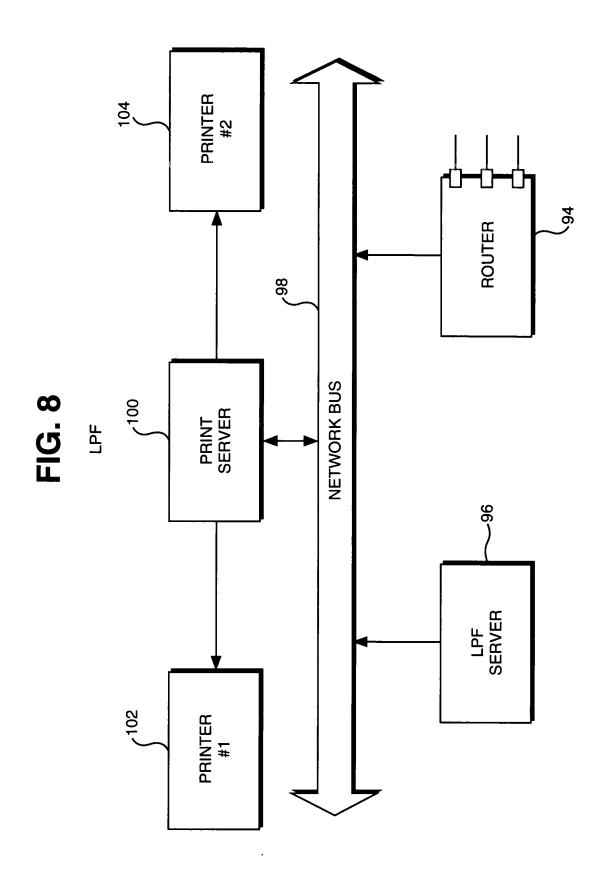


FIG. 9A

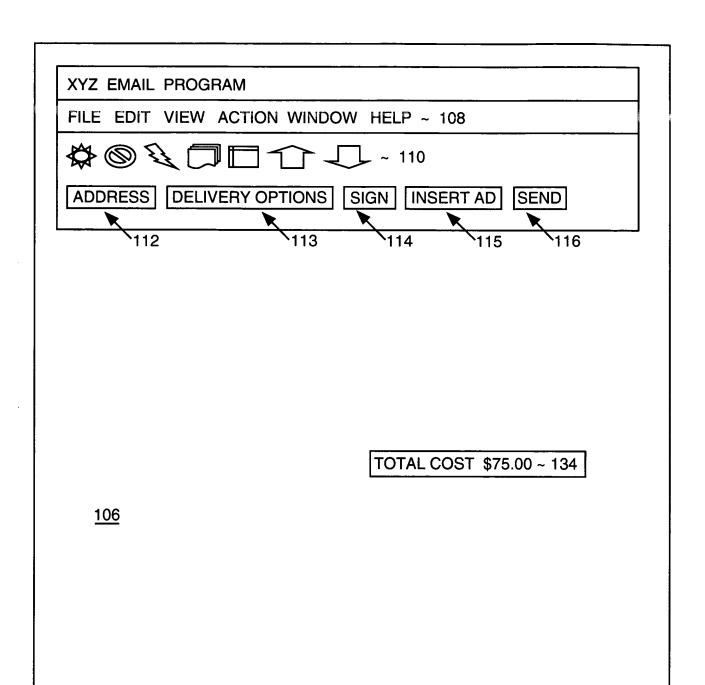


FIG. 9B

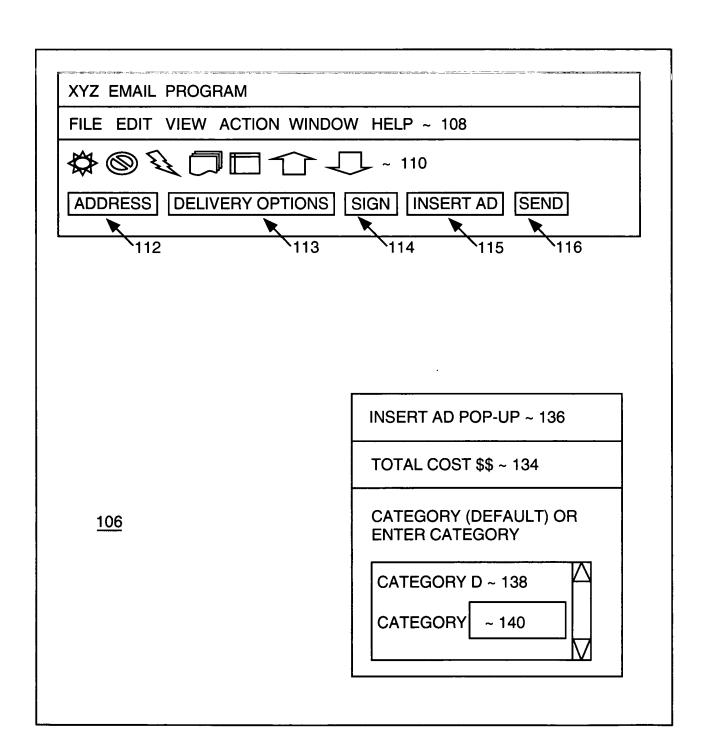


FIG. 9C

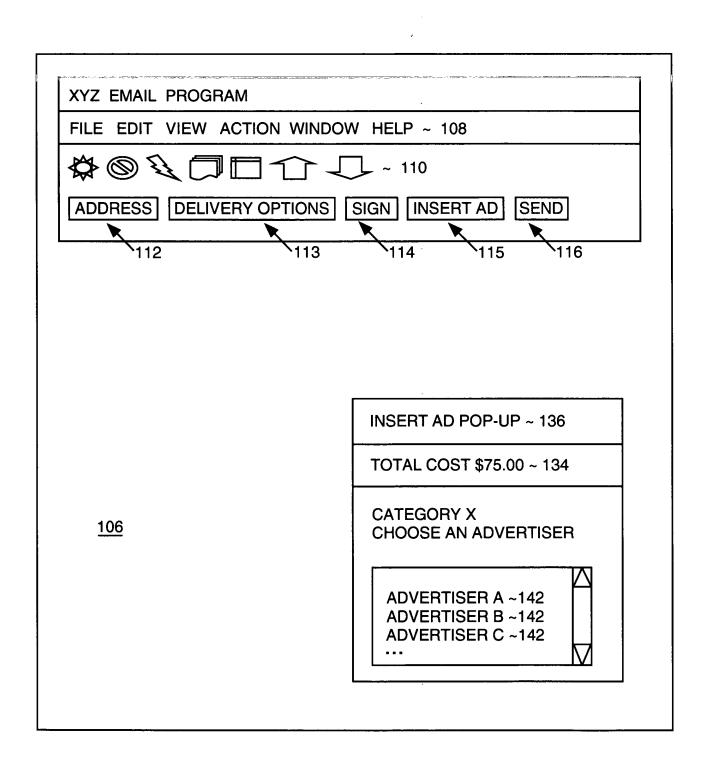


FIG. 9D

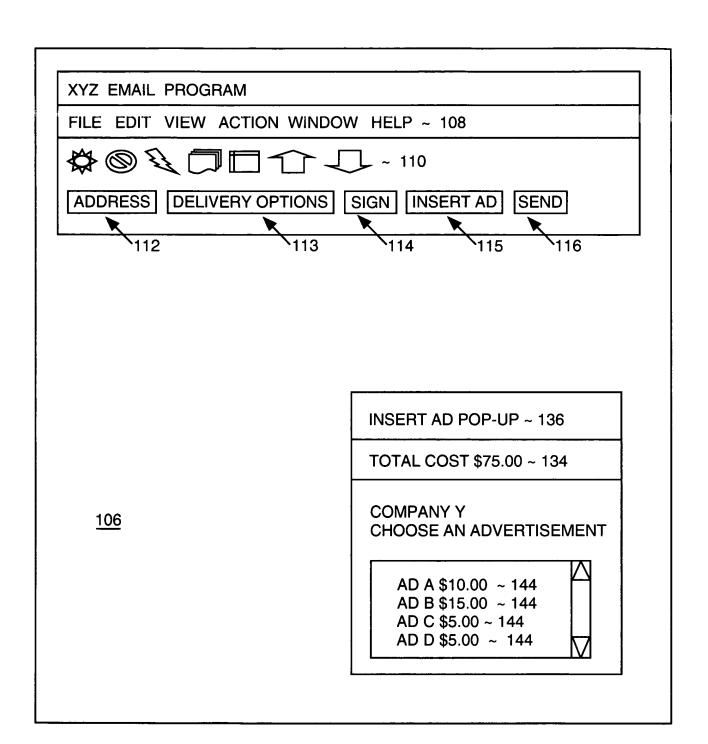


FIG. 9E

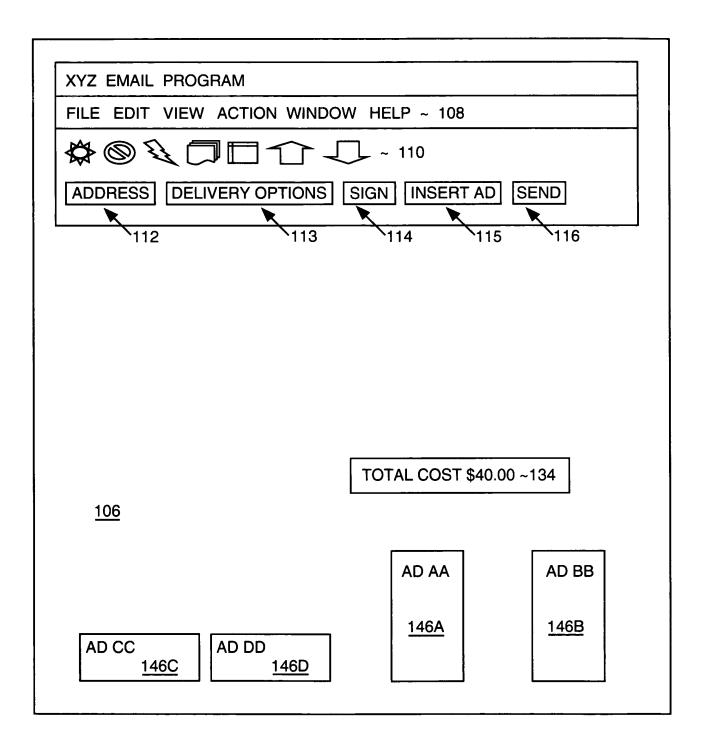


FIG. 10

ADDRESS TABLE ~ 148

ADDRESSEE GROUP NAME ~ 150	NUMBER IN GROUP ~ 150	EMAIL ADDRESSES ~ 154	OTHER CONVENTIONAL ADDRESS TABLE DATA, PHYSICAL MAILING ADDRESS, ETC. ~ 156	ATTRIBUTES- INTEREST, DEMOGRAPHIC DATA, ETC. RELATED TO GROUP ~ 158	COSTS ASSOCIATED W/ MAILING TO GROUP ~160
PATIENTS	100			PARENTS OF CHILDREN	\$75.00
CHRISTMAS	75			FAMILY AND FRIENDS	\$200.00

FIG. 11

CATEGORY TABLE ~ 162

CATEGORY ID ~ 164	DEFAULT OR ENTERED ~ 166	CATEGORY DESCRIPTION ~ 168	OTHER DATA ~ 170
PARENTS	PEDIATRICS	PARENTS OF CHILDREN / HEALTHCARE	
CHRISTMAS	CHRISTMAS	CHRISTMAS / NEW YEAR / HOLIDAYS	, constant

ADVERTISER TABLE ~ 172

ADVERTISER ID ~ 174	ADVERTISER NAME ~ 176	CATEGORY ID ~ 178	FINANCIAL DATA ~180	VALUE FOR ADVERTISER ~ 182	OTHER DATA ~184
1J283T	NOSNHOF	MEDICINE FOR CHILDREN			CONTRACTOR OF THE CONTRACTOR O

ADVERTISEMENT TABLE ~ 186

ADVERTISEMENT ID ~ 188	ADVERTISER ID ~ 190	LINK TO AD ~ 192	INCLUSION AND VIEWING STATISTICAL DATA ~ 194	VALUE OF AD ~ 196	ОТНЕВ DATA ~ 198

FIG. 12

